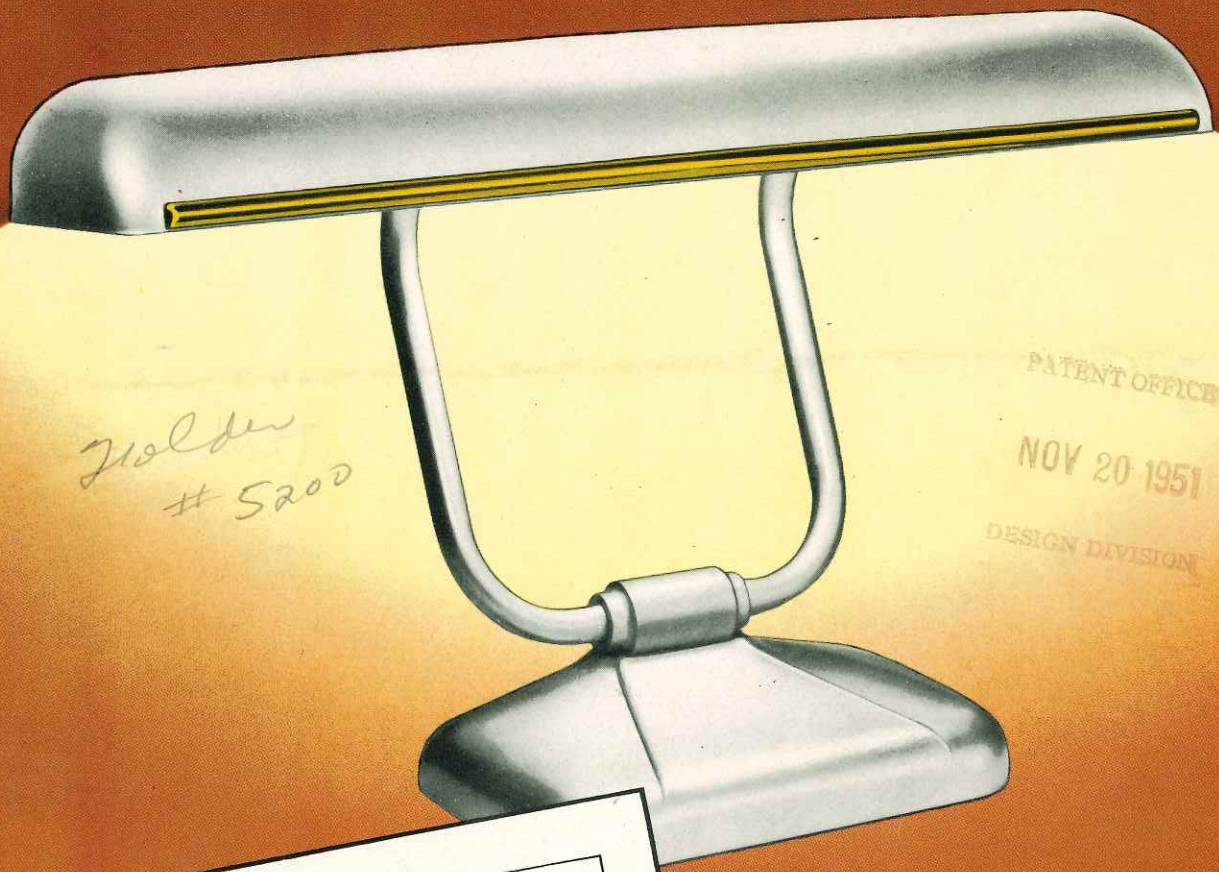
DESIGN

Desk Lamp Ref A-1

Des.

beauty unequalled . . .

THAT PRODUCES REPEAT SALES!



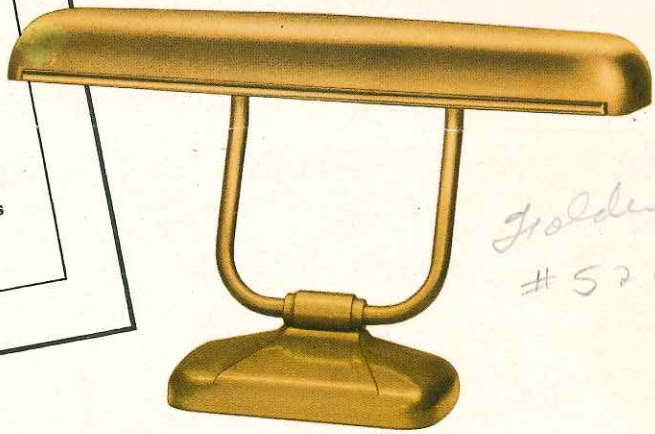
PATENT OFFICE
NOV 20 1951
DESIGN DIVISION

Holden #5200

THE "CHAIRMAN"

General's finest two-tube FLUORESCENT desk lamp—the key lamp in a line that REPEATS for General Lamps dealers.

In two matchless finishes—silken smooth to the touch and lasting. From the seamless one piece shade with the smart antique gold trim to the extra weight in the base and the G. E. Ballast you have features that SELL and SELL and SELL!



Holden #5200

No. 653 (at top) Platinum Chrome, General's new finish with the rich silver cast. Goes anywhere.

No. 652 (small picture) Metalescent Bronze, General's new Gold Bronze has depth and a fine lustre.

General Lamps
MFG. CORP., ELWOOD, INDIANA

OVER 50 YEARS OF LIGHTING SINCE 1896

P.1

MORE LAMPS *that produce Re*

Fluorescent Desk Lamps . . . .

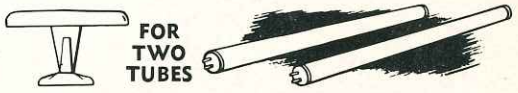
ALL TYPES . . . . ALL PRICE RANGES

Use This Free Display To Sell Both The Two Tube And One Tube Lamps

The attractive 3 color display illustrated above is designed for your counter, shelf, or show windows. It will stop traffic, lend color and interest to your store and serve as a silent salesman. It is equally attractive with all finishes. Be sure to state on your order "Send Display". We will ship it no charge with each order for 6 lamps when specified.

Made Extra Heavy . . .
Give it the LIFT TEST!

Ask your customer to lift it and you've sold it! An extra heavy lamp with a weighted base, GENERAL'S new low-priced desk lamp is practically immune to being tipped over or knocked off a desk top. Made of EXTRA Heavy bonderized metal in ONE-PIECE stampings. All corners smoothly rounded. Choice of 2 miracle high bake finishes in the durable Hammerloid GRAY or Hammerloid BRONZE. It has a condenser to minimize radio interference and it is wired with GENERAL ELECTRIC UNDERWRITERS APPROVED Ballast, socket, and 6 ft. rubber cord and plug cap.



No. 642 Hammerloid Bronze Finish
No. 643 Hammerloid Gray Finish
Tubes can be included. See price sheet.

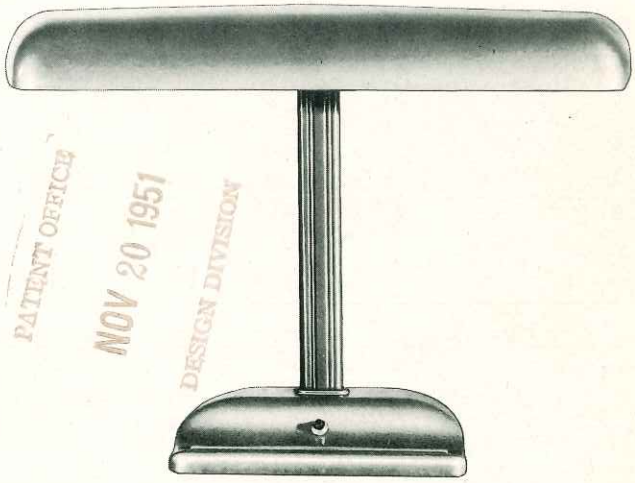
No. 634 Hammerloid Bronze Finish
No. 636 Hammerloid Gray Finish
Tubes can be included. See price sheet.

Economy Model

No. 626
One Tube Fluorescent Desk Lamp

Excellent as a leader in your assortment of fluorescent desk lamps. Sturdily made with heavy cast base and one piece seamless shade. Made for one 15 Watt 18″ fluorescent tube. (Tube can be shipped with lamp. See price list.)

No. 626 Wrinkle Bronze Finish.



PATENT OFFICE NOV 20 1951 DESIGN DIVISION

All General Lamps are unconditionally guaranteed against defe

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Desk Lamp Box

beat Sales for General's Dealers

The New, Modern "UP-N-DOWN" Lamp

. . . it goes everywhere

A Most VERSATILE Lamp and as MODERN as TOMORROW!

Set it down on desk or table or hang it up for an ideal wall lamp. Its uses are endless! In the bedroom, den, playroom, rumpus room, dark room and, yes, the modern living room. An ideal study lamp either way. Has a long 18" flexible arm and a heavy weighted base. Attaches easily and securely as a wall lamp. Felted base —new exclusive metal shade with attractive contrasting moulding on edge. Every lamp equipped with an attractive sales stimulating tag in 3 colors! Takes regular size bulbs. 6 feet of cord outside lamp. All parts U. L. approved.

No. 852 Bronze, General's new Platinum Mist with Brass finish Base and Shade trim.

No. 853 Platinum Mist with Chinese Red Base and Shade trim.

The colorful attractive display shown at right will also help you sell — made of heavy masonite with bleached wood moulding.

PATENT OFFICE
NOV 20 1951
DESIGN DIV

Flexible Arm Desk Lamps — Effective Lighting at LOW COST

No. 766

12 inch flexible arm, 9 inch one-piece, new design embossed metal oblong shade. Heavily weighted base, full felted. Outside switch. For the man or student who wants a better desk lamp. Shipping weight for 12, 70 pounds.

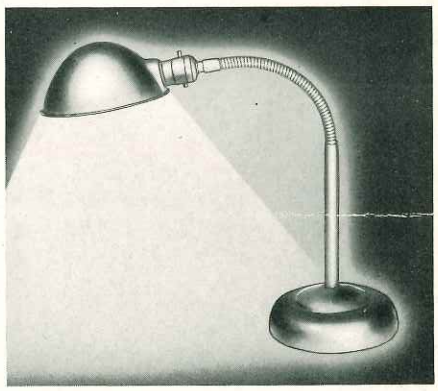
Height of all these lamps approx. 20 inches.

No. 702

A variation of the leader gooseneck that is a natural step up. 13 inch flexible arm, 9" one piece new embossed metal oblong shade.

No. 701

The leader gooseneck lamp. A much improved design with its large heavy flat 6" x 8" smooth modern base, 13 inch flexible arm, 6½ inch parabola shade with new screw threads. Ship. wt. for 12, approx. 50 lbs.



No. 801

7 inch straight stem, 9 inch flexible arm, 6½ inch metal parabola shade, heavily weighted full felted base. Built to rigid government specifications. The highest quality lamp made for lifetime use. Shipping weight for 12, approximately 70 pounds.

tive materials and workmanship.

General Lamps
MFG. CORP., ELWOOD, INDIANA

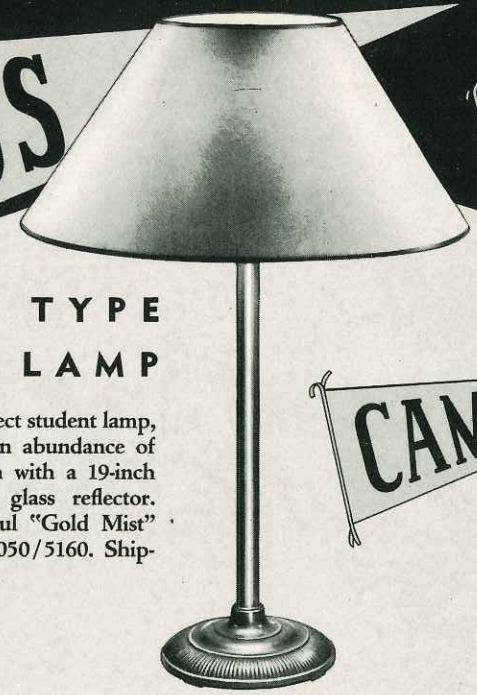
5200

P. 3

Des.

and INTRODUCING . . .

CAMPUS



CAMPUS

CAMPUS

IES TYPE STUDENT LAMP

General's new distinguished, semi-indirect student lamp, adaptable to many purposes. Gives an abundance of light over a large area. 28 inches high with a 19-inch leatherized parchment shade, 8-inch glass reflector. Large 8-inch base. Finished in beautiful "Gold Mist" Bronze. 6 in standard package. No. 5050/5160. Shipping weight approximately 50 pounds.

LIBRARY
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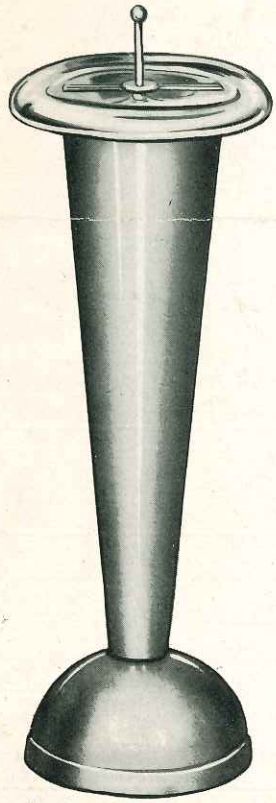
Smoking Stands in full style and price assortment



TIPS to 43°
without falling over!

GENERAL'S
exclusive design.
A marvel of stability.

No. 3096

Non-tilt smoke proof damper and glass jar as above. 22 inches high, chrome and gold mist bronze.

No. 3095

Same chrome and gray. Very heavy 9 lb. felted base. Std. Pkg. 4—Weight 50 lbs.

No. 3087
OLD ENGLISH SMOKER

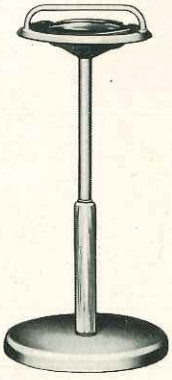
Here is a really heavy, non-tipable smoker with removable glass tray for easy cleaning, has a convenient handle. Finished in Old English Bronze, this item is both attractive and serviceable. The base weighs 9 lbs., is 12 inches in diameter, stands 22 inches high. Packed 6 to standard pkg. Shipping wt. approx. 75 lbs.

No. 3091 DE LUXE SMOKER

Bright Chrome and Black 23 inches high. 14½ inch tray smoke proof damper as above. Large heavy 10 lb. 13 inches base felted. Std. Pkg. 3—Wt. 42 lbs.

No. 3090
STANDARD SMOKER

A heavy duty smoker at a moderate price. The cast iron 8 inch base is designed for stability. Has removable glass tray. Finished in Genelain Bronze. Packed 12 to standard pkg. Shipping wt. approx. 60 lbs.



No. 3080 "SAFETY TIP" SMOKING STAND

Made extra heavy with large removable amber glass tray. Exceptionally strong easy grip handle. Overall ht. 27 inches. Individually packed 2 to Std. Pkg.—Wt. 40 lbs.

ALL GENERAL LAMPS are unconditionally guaranteed against defective materials and workmanship.

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